



*It's like a*  
**WHOLE OTHER COUNTRY**

# TEXAS TOURISM FY 2016 MARKETING PLAN

*Mexico*

## OVERVIEW:

Mexican travelers are drawn to Texas because of its diversity, infrastructure and premiere travel and tourism services. Due to unique proximity, Mexican visitors especially enjoy the shopping experience in Texas, along with the ability to take advantage of tax-free shopping options. Visitors also enjoy the state's entertainment, amusement parks and cosmopolitan environments. The majority of Mexican travelers book their flight within two weeks of their departure, with Border States requiring less time for their planning and more distant states planning further ahead of their departure date.

Wholesale operators continue to be an important distribution channel in the Mexican travel and tourism market with wholesalers selling their packages to travel agents who then provide the travel services to consumers. This is particularly important for Mexicans traveling to the U.S. and Texas by air, however the majority of Mexican visitors to Texas arrive by land. Direct consumer marketing becomes more important for the Mexican drive market to keep Texas both top of mind as an easy to reach destination where they can find the products and experiences they desire.

There are approximately 125 daily flights from Mexico cities to Texas and 2016 looks promising for Mexican travelers, with a significant increase in flights to major cities throughout Texas. Volaris flights between Guadalajara and DFW and between Guadalajara and Houston Intercontinental Airport (IAH) will begin to take flight in Fiscal 2016. Viva Aerobus has a flight between Mexico City and IAH. Interjet will also begin flying between Mexico City and IAH. Rounding out the list, Spirit Airlines launched flights between IAH and Cancun, San Jose del Cabo and Toluca in June 2015.

## VISITOR DATA:

An estimated 7.7 million travelers from Mexico visited Texas in 2014 generating \$4.5 billion in direct spending. The majority of Mexican visitors to Texas travel by land with air travel accounting for 457,000 arrivals. Texas welcomed 19% of all Mexican air arrivals to the United States or roughly one out of every five visitors. Top states for travel from Mexico to Texas include the State of Mexico and Mexico City, Nuevo Leon, Chihuahua, Jalisco and Guanajuato. Roughly one-third of Texas visitors travel from State of Mexico and Mexico City, while neighboring border-states like Nuevo Leon and Chihuahua are overrepresented in travel to Texas compared to population size due to their proximity. Travel from Mexico to Texas is projected to increase by 32.6% by 2020.

| MEXICO TO TEXAS (2014)                |
|---------------------------------------|
| Visitor Volume: 7.7 million           |
| Direct Travel Spending: \$4.5 billion |
| Avg Nights (only air): 6.2            |

Arrivals from Mexico to the United States were estimated at 17.33 million in 2014, an increase of 19% over the previous year. Mexico is the second largest market for international travel arrivals to the United States, behind only Canada. Direct spending from Mexico was estimated at \$19.3 billion, an increase of 7%. Although the second largest market by arrivals, Mexico ranks third by direct spending behind Canada and for the first time China. Arrivals in 2014 increased faster than spending indicating that Mexican visitors on average are spending less than the prior year. Travel from Mexico to the United States is forecasted to increase by 37% by 2020 with an annual growth rate of 5.3%.



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## MARKETING ACTIVITIES:

Texas Tourism's strategy for Fiscal Year 2016 is to promote Texas as a premier travel destination to the Mexico market. Recognizing top passion points for the Mexican market, Texas Tourism will continue to develop creative and proactive marketing activities to reach the diverse population in Mexico. Texas Tourism will ensure that Texas is prominently positioned in the market, with travel trade, media and final consumers. Our program during this fiscal year will be primarily focused on developing effective partnerships, programs and promotions to enhance the brand visibility within Mexico.

Wholesalers and travel agencies continue to be an important channel in Mexico, we will focus our resources and activities to encompass events where we will have a strong showing and reach a broader audience of travel trade professionals. With the addition of a second reverse mission and the inclusion of a Sales and Media Mission to Mexico, our trade activities will have a deeper reach in fiscal year 2016. Texas is no longer solely being sought after as a shopping destination by Mexican travelers. To stay competitive Texas has to also be recognized for our outstanding cuisine, world class entertainment, luxury experiences, amusement parks, professional sports and culture. Texas Tourism activities in fiscal year 2016 will work to broaden the consumer knowledge of the diverse experiences Texas offers.

In addition to our scheduled marketing co-op opportunities, Texas Tourism will continue ongoing media and trade outreach, media and trade familiarization tours, consumer promotions, monthly newsletters to trade, media and the meetings market, managing the TravelTex.mx Spanish microsite and social media activities and Texas Tourism's Mexico Facebook page.

| Sales Missions:                   |                     |                           |
|-----------------------------------|---------------------|---------------------------|
| <u>Event</u>                      | <u>Date</u>         | <u>Location</u>           |
| Reverse Mexico Mission            | October 30, 2015    | San Antonio, Texas        |
| Reverse Mexico/Canada Mission RGV | April 11, 2016      | South Padre Island, Texas |
| Sales and Media Mission           | May 16-20, 2016     | Mexico City, Mexico       |
| Travel Trade Shows:               |                     |                           |
| <u>Event</u>                      | <u>Date</u>         | <u>Location</u>           |
| #NEXT Travel Trade Exchange       | April 25 – 28, 2016 | Quintana Roo, Mexico      |
| ARLAG                             | TBD                 | Guadalajara, Mexico       |